

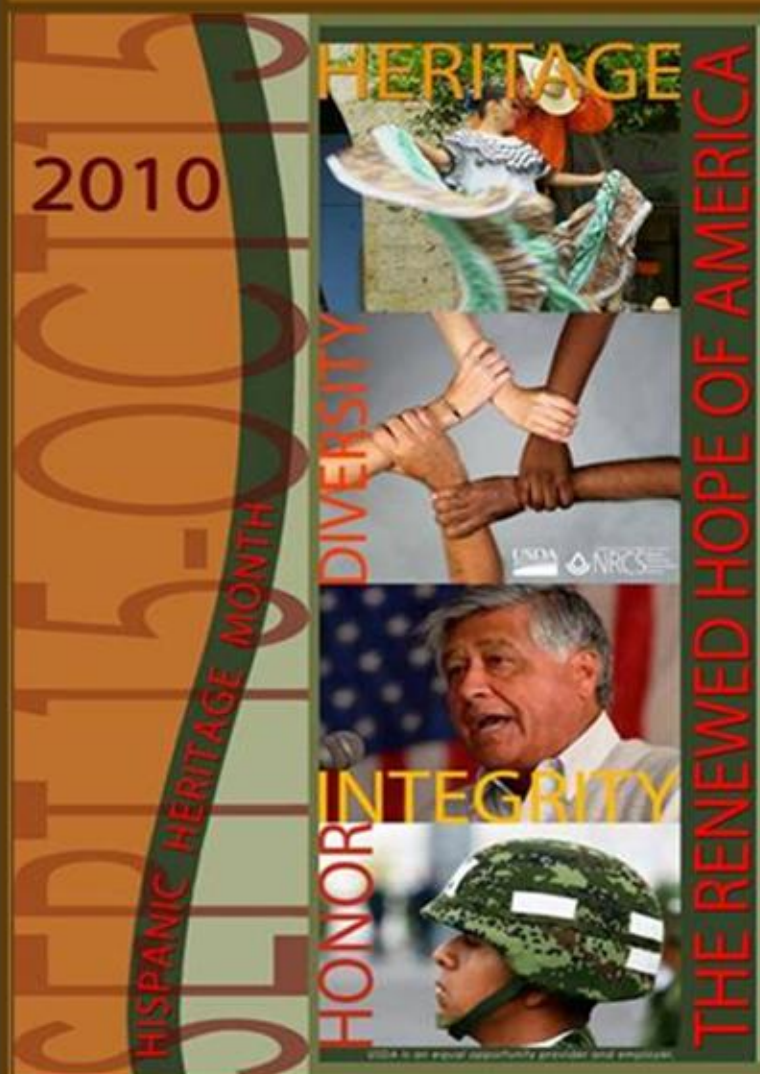


## U.S. Department of Agriculture

USDA Celebrates

# NATIONAL HISPANIC HERITAGE MONTH

This is a Department-wide Event



## *Keynote Speaker*

*Dr. Thelma Melendez de Santa Ana, Ph.D.*



*Assistant Secretary for Elementary and  
Secondary Education  
U.S. Department of Education*

**Thursday, September 16, 2010 from 10-11 a.m.  
Jefferson Auditorium – South Building, Washington, D.C.**

Immediately following the observance, there will be a cultural food sampling. For reasonable accommodations, please email Mr. Monshi Ramdass, Acting Director, Diversity and Recruiting Division, OHRM at [Monshi.Ramdass@dm.usda.gov](mailto:Monshi.Ramdass@dm.usda.gov). An American Sign Language Interpreter will be provided.



*A Sustainable Observance*

Do you really need to print this program?



## Message from the Secretary

### *Tom Vilsack*



Tom Vilsack  
Secretary

#### **September 15<sup>th</sup>- October 15<sup>th</sup> Hispanic Heritage Month**

I am pleased that the U.S. Department of Agriculture is recognizing the outstanding contributions to the nation by Hispanic citizens during national Hispanic Heritage Month. The U.S. Congress established a National Hispanic Heritage Week in 1968 to honor the achievements of Hispanics in America. In 1988 that annual observance was extended from September 15<sup>th</sup> through October 15<sup>th</sup>. These dates encompass the independence days of several Latin American countries (Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua on September 15<sup>th</sup>; Mexico on September 16<sup>th</sup>; and Chile on September 18<sup>th</sup>.) In addition, Dia de la Raza, which commemorates the first encounters between Native Americans and Europeans, is celebrated on October 12<sup>th</sup>.

#### **Celebrating Hispanic Heritage Month**

Nearly 50 million Americans are Hispanic<sup>1</sup> and we mark the rich heritage and wide diversity of Hispanics by celebrating with observances, ceremonies, and activities throughout the country. Hispanics are the fastest growing minority population in the country. There are 10.5 million Hispanic family households in the United States, and 61 percent of those include children younger than 18<sup>2</sup>.

There are at least twice as many Hispanic farmers and ranchers in the U.S. than any other group of minority operators.<sup>3</sup> The number of Hispanic farm operators surged by 14-percent from 2002 to 2007, going from 72,349 to 82,462.<sup>4</sup> More than one-third of all Hispanic-operated farms and ranches are classified as beef cattle operations, and another 16-percent are classified as fruit and nut farms, compared to four-percent of farms overall.<sup>5</sup>

The number of Hispanic-owned businesses increased by 44 percent from 2002 to 2007, reaching 2.3 million.<sup>1</sup> And more Hispanics are becoming actively engaged in the democratic process, with 9.7 million Hispanics voting in the 2008 presidential election. That is an increase of two million since the 2004 election.<sup>6</sup>

Join me in celebrating National Hispanic Heritage Month by learning more about the important contributions that Hispanics have made—and continue to make—to agriculture, history, social culture, and traditions in the United States.

<sup>1</sup> Source: Population estimates <http://www.census.gov/popest/national/asrh/> actual figure 48.4 million

<sup>2</sup> Source: Families and Living Arrangements <http://www.census.gov/population/www/socdemo/hh-fam/cps2009.html>

<sup>3</sup> Quote from NASS Administrator R. Ronald Bosecker <http://westernfarmpress.com/news/051031-hispanic-farmers-growing/>

<sup>4</sup> 2007 Census of Agriculture [http://www.agcensus.usda.gov/Publications/2007/Online\\_Highlights/Fact\\_Sheets/hispanic.pdf](http://www.agcensus.usda.gov/Publications/2007/Online_Highlights/Fact_Sheets/hispanic.pdf)

<sup>5</sup> Source: Voting and Registration in the Election of 2008 <http://www.census.gov/prod/2010pubs/p20-562.pdf>

<sup>6</sup> Hispanic Heritage Month News Release <http://www.prnewswire.com/news-releases/hispanic-heritage-month-2010--sept-15---oct-15-98622924.html>

# Origin of Hispanic Heritage Month

In 1988, Congress expanded what was once a week-long observance to a month-long (September 15 to October 15) celebration of traditions and cultures that trace back to Spain, Mexico and Spanish speaking South American countries. Approximately 189,700 Hispanics call Missouri home and will be celebrating their Hispanic descent.

Hispanic Heritage Month begins on September 15, the anniversary of independence for five Latin American countries—Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua. In addition, Mexico declared its independence on September 16, and Chile on September 18.

The term Hispanic, as defined by the U.S. Census Bureau, refers to Spanish-speaking people in the United States of any race. On the 2000 Census form, people of Spanish/Hispanic/Latino origin could identify themselves as Mexican, Puerto Rican, Cuban, or "other Spanish/Hispanic/Latino." More than 35 million people identified themselves as Hispanic or Latino on the 2000 Census.

Nationally, the population of Hispanics was estimated to be 46.9 million, or 15.4 percent of the nation's population, making Hispanics the largest ethnic or race minority in the United States.



# Program

## **“Heritage, Diversity, Integrity, and Honor: The Renewed Hope of America”**

<b>Mistress of Ceremonies</b>	Ms. Judy Canales Administrator for Rural Development Community Programs U.S. Department of Agriculture
<b>Presentation of Colors</b>	Joint Armed Forces Color Guard and United States Air Force Band
<b>Welcoming Remarks</b>	Mr. Ed Avalos Under Secretary for Marketing and Regulatory Programs U.S. Department of Agriculture
<b>Opening Remarks</b>	Dr. Elisabeth Hagen Under Secretary for Food Safety U.S. Department of Agriculture
<b>Keynote Speaker</b>	Dr. Thelma Meléndez de Santa Ana, Ph.D. Assistant Secretary for Elementary and Secondary Education U.S. Department of Education
<b>Cultural Performance</b>	Maru Montero Dance Company Washington DC’s Premier Latin Americans Dance Company
<b>Closing Remarks and Recognitions</b>	Ms. Febe Ortiz Management Analyst Natural Resources Conservation Service U.S. Department of Agriculture

This event will also be broadcasted via TV Lan channel 6 to the local area network (DC, MD & VA) and will be available as on demand weblink at the conclusion of the event. DVD copies will be made available through Mr. Monshi Ramdass Acting Director, Diversity and Recruiting Division, OHRM and/or your Agency’s Hispanic Special Emphasis Program Manager.



## Welcoming Remarks

### *Judith A. Canales*, M.A., M.P.A.



Judy Canales  
Administrator for  
Rural Development

Judith A. Canales has over twenty years of experience working at the national and local levels in federal and local government administration and nonprofit management. Her expertise involves rural and urban development, housing, community development and economic development. She is also experienced in U.S. - Mexico border public policy issues and development.

In May 2009, Ms. Canales received her second presidential appointment when President Barack Obama named her as the first Hispanic woman to serve as the Administrator for Rural Business and Cooperative Programs in the United States Department of Agriculture Rural Development. She is responsible for overseeing the national rural business and cooperative programs portfolio for USDA. Rural Business and Cooperative Programs promote a dynamic business environment in rural America by working in partnership with the private sector, public bodies and community-based organizations.

## Welcoming Remarks

### *Ed Avalos*



Ed Avalos  
Under Secretary for  
Marketing and  
Regulatory Programs

Edward Avalos is the Under Secretary for Marketing and Regulatory Programs at the United States Department of Agriculture. Mr. Avalos provides leadership and oversight for the Animal and Plant Health Inspection Service which addresses animal and plant pests and diseases; the Agricultural Marketing Service, which provides standardization testing and marketing of commodities and specialty crops; and the Grain Inspection, Packers and Stockyards Administration, which promotes marketing of livestock, cereals and meats, as well as fair trade practices.

Mr. Avalos grew up on a family farm in the Mesilla Valley of Southern New Mexico. Prior to his appointment at USDA, he served as Director of Marketing and Development at the New Mexico Department of Agriculture. He has over 30 years experience in livestock and agriculture marketing in both the domestic and international arenas. Mr. Avalos has spent considerable time working closely with producers to address industry demands; with distributors to ensure timely and feasible delivery of goods; and with retailers to showcase, promote, sell, merchandise, and inform the consumer utilizing numerous promotional and educational tools.

In addition, Mr. Avalos has worked on “buy local” initiatives, Indian agriculture and numerous promotional and trade activities with industry organizations and other stakeholder groups.

Mr. Avalos holds Bachelor of Science and Master of Science degrees in Agriculture from New Mexico State University in Las Cruces, New Mexico.

## Opening Remarks

### *Dr. Elisabeth Hagen*



Dr. Elisabeth Hagen  
Under Secretary for  
Food Safety

Elisabeth A. Hagen is the Under Secretary for Food Safety. In this position, she oversees the policies and programs of the Food Safety and Inspection Service (FSIS), USDA's public health regulatory agency that ensures the nation's commercial meat, poultry, and egg products are safe, wholesome, and correctly labeled and packaged. She also chairs the U.S. Codex Steering Committee, which provides guidance to U.S. delegations to the Codex Alimentarius Commission.

Since joining federal government in 2006, Dr. Hagen has advanced a science-based, public health agenda at USDA. She directed mission-critical outbreak and consumer complaint investigations, oversaw agency risk assessments and regulatory testing programs, and led key policy development efforts for emerging public health issues as a senior executive in the FSIS Office of Public Health Science, most recently as Deputy Assistant Administrator. Prior to her appointment as Under Secretary, she served as USDA's Chief Medical Officer, advising FSIS and other USDA mission areas on a range of human health issues, such as food safety, nutrition, and zoonotic diseases.

Dr. Hagen has also been actively involved in interagency efforts to better protect the public from foodborne illnesses, including the Foodborne Diseases Active Surveillance Network (FoodNet) Steering Committee, which guides the work of the nation's premier foodborne illness monitoring system. She was also a member of the Council to Improve Foodborne Outbreak Response (CIFOR), a national collaborative effort to detect, investigate, control, and prevent foodborne disease outbreaks.

Before joining public service, Dr. Hagen taught and practiced medicine in both the private and academic sectors. In addition to several hospital and university appointments, her experience includes research and publications in infectious diseases and providing medical care to underserved populations.

Dr. Hagen holds an M.D. from Harvard Medical School and a B.S. from Saint Joseph's University. She completed specialty medical training at the University of Texas Southwestern and the University of Pennsylvania, and is board certified in infectious diseases.

## Keynote Speaker

# *Dr. Thelma Meléndez de Santa Ana, Ph.D.*



Dr. Thelma Meléndez  
de Santa Ana  
Assistant Secretary for  
Elementary and  
Secondary Education

Thelma Meléndez de Santa Ana was confirmed as assistant secretary for elementary and secondary education at the Department of Education by the U.S. Senate on July 24, 2009. In this position, she plays a pivotal role in policy and management issues affecting elementary and secondary education. She directs, coordinates and recommends policy for programs designed to assist state and local education agencies with improving the achievement of elementary and secondary school students. She helps ensure equal access to services leading to such improvement for all children, particularly children who are economically disadvantaged. She fosters educational improvement at the state and local levels, and provides financial assistance to local education agencies whose local revenues are affected by federal activities. She also serves as the principal adviser to the U.S. secretary of education on all matters related to pre-k, elementary and secondary education.

Prior to arriving at the Department, Meléndez served as superintendent of the Pomona Unified School District (Calif.), since 2006. During her tenure in this very diverse district serving 31,000 students, three-quarters of whom were eligible for free or reduced-price lunch and 44 percent of whom were English language learners, she was directly responsible for the three highest increases in the Academic Proficiency Index in the district's history as well as the second highest gain in the API for all California school districts. Two high schools in the district were ranked in 2007 by *U.S. News & World Report* as among America's top 500 high schools out of 18,000 nationwide. She also designed and launched a mathematics and science magnet school and a charter school for grade 7 through 12 at-risk students. She created a health sciences and an engineering academy as well as a partnership with California Polytechnic University, among other universities, to create a health career pathway. In 2009, her success as an education leader was recognized by the American Association of School Administrators, which voted her California Superintendent of the Year.

From 2005 to 2006, Meléndez worked on district-level reform in her position as program manager at the nonprofit Stupski Foundation. Here she focused on creating high-performance learning organizations to raise student achievement and close achievement gaps. Her portfolio included the 23,000-student Pasadena (Calif.) School District and the 40,000-student Illinois School District U-46. She also served on the foundation's Executive Leadership Team.

From 1999 to 2005, Meléndez served as deputy and assistant superintendent and chief academic officer at Pomona Unified, where she redesigned instructional services to increase student achievement and support to school sites. In these positions she achieved a 50-percent decrease in the number of low-achieving schools as measured by California accountability standards.

Prior to her work at Pomona Unified, Meléndez was director of school-family initiatives at the Los Angeles Annenberg Metropolitan Project, where she oversaw grants for the Annenberg Foundation and implemented school wide accountability reform in 15 Los Angeles County



school districts. From 1992 to 1997, she served as an educator in the Montebello and Pasadena Unified School districts, assuming the positions of director of instruction, principal, assistant principal and teacher. And from 1990 to 2002, she served in various faculty positions at universities in California.

Meléndez has been recognized frequently for her educational leadership. In 2007, she was named Latina of Excellence, a national honor accorded to six Latinas "of great distinction in their fields" by *Hispanic Magazine*, receiving the Educationalist award. In 2006, Meléndez was selected to be a Fellow in the Broad Superintendents Academy, a national honor awarded to 18 "outstanding, dynamic, entrepreneurial" public school leaders. In 2005, she was recognized as an Outstanding K–12 School Leader & Distinguished Partner for Educational Excellence by California State Polytechnic University at Pomona. And, in 2003, she was named Outstanding Educator of the Year by the Los Angeles County Bilingual Directors Association.

Meléndez earned her Ph.D. from the University of Southern California, where she was in the Rossier School of Education program specializing in language, literacy and learning. She earned a bachelor's degree *cum laude* in sociology from the University of California at Los Angeles. She is married to Otto Santa Ana, a professor in the Department of Chicano Studies at UCLA.

## Cultural Performers

### *Maru Montero Dance Company*



*"The Micro-Monteros and the Mini-Monteros performing at the National Cinco de Mayo Festival '08 at the Washington Monument."*

#### **About the Company**

From humble beginnings in church basements and school gymnasiums, the company has grown into the premier Latin dance company in the Washington, D.C. area. Although its roots are in Mexican folk

dance, the company also performs modern Latin dance, including mambo, cha cha and salsa and dances from many other Latin American and the Caribbean countries.

"Latinos have become the largest 'minority' in the United States, and we come from everywhere in Latin America," says Montero. "Our dances take a little from each place, and we shake it all together into a blend that is truly 'Made in the USA.'"

## Closing Remarks

*Febe Ortiz*



Febe Ortiz  
Management Analyst  
Compliance Division  
Natural Resources  
Conservation Service

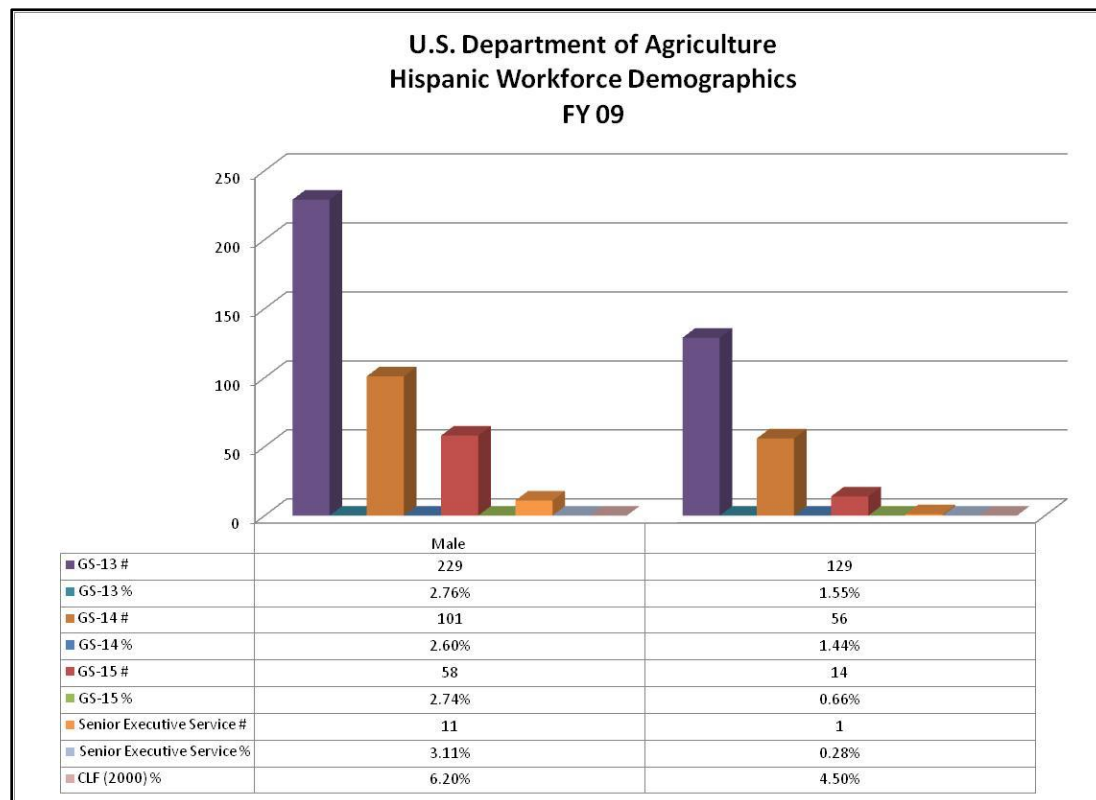
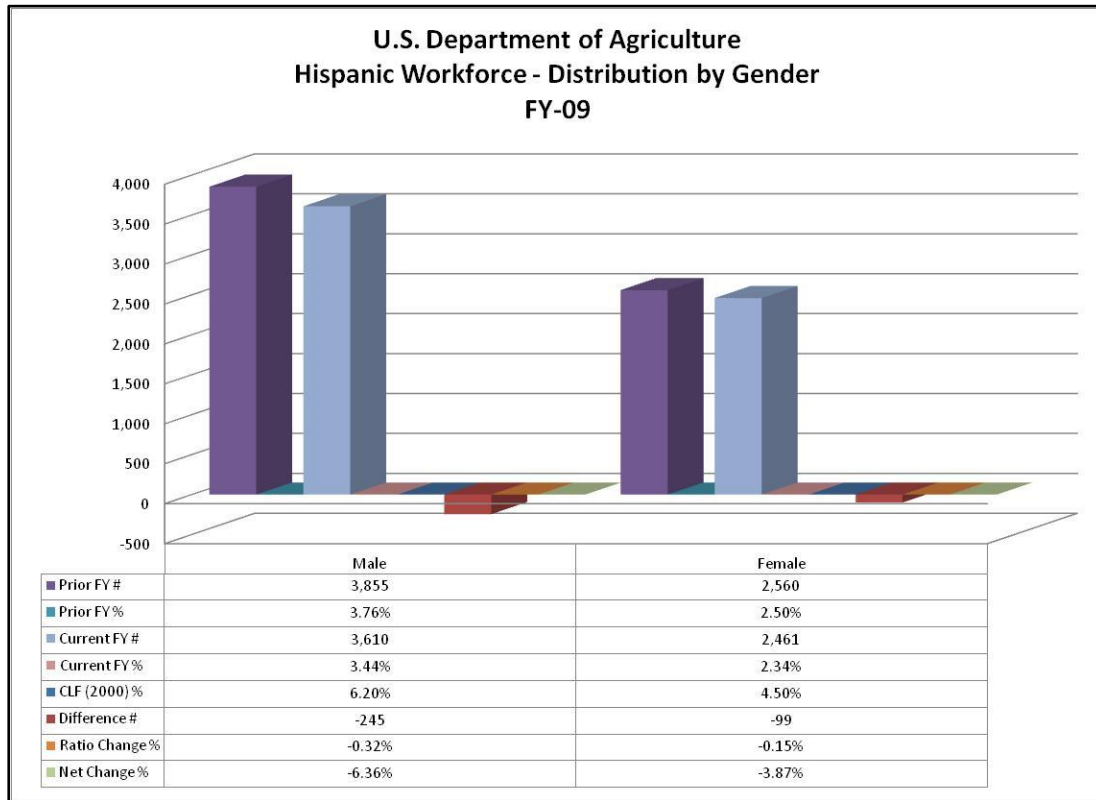
Febe B. Ortiz has 23 years of experience working for the Natural Resources Conservation Service in a variety of leadership roles assisting in the field, state, regional, national and Departmental offices. She began her career as a Soil Conservation Technician in Texas and proceeded to work as a Soil Conservationist, District Conservationist, and a Resource Conservation & Development Coordinator. Febe worked in New Mexico as Assistant State Conservationist for Field Operations, Assistant for Strategic Planning and Accountability, and acting State Administrative Officer. She then accepted a position as Operations Manager for the West Region in California. Febe has served as acting Branch Chief for Stewardship Programs and acting division director for Strategic and Performance Planning Division in headquarters. She also completed an acting assignment as state conservationist in Alaska and worked in Tennessee as Deputy State Conservationist before moving into headquarters in her current position.

Febe is an active facilitator in the NRCS Master Facilitator Cadre and President of a USDA federally recognized employee organization at headquarters.

Febe earned a Bachelor of Science degree in Plant and Soil Science from Southwest Texas State University in San Marcos, Texas. Febe is married to Dale Swatlowksi and has two teen age children.

# Hispanic Employment Statistics

**Hispanic** – A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race).



## Special Observances

Purpose: Observances are conducted to recognize the achievements, contributions and the diversity to all Americans to American culture and to increase awareness, mutual respect, and understanding.

- √ Observances are designed to enhance cross-cultural and cross-gender awareness and promote harmony among all employees and their families.
- √ These activities are extensions of the equal opportunity education and training objectives.
- √ They are set aside annually to recognize the achievements and contributions made by members of specific groups in our society.
- √ The focus of the observance should be directed toward encouraging interaction and not just recognition.
- √ Success can best be measured by the degree of cross-cultural and cross-gender participation.

## Department-wide Special Observances

<b>January</b>	Martin Luther King, Jr. Birthday
<b>February</b>	African American History Month
<b>March</b>	Women's History Month
<b>May</b>	Asian Pacific American Heritage Month
<b>June</b>	Gay, Lesbian, Bisexual and Transgender Pride Month
<b>September</b>	Hispanic Heritage Month
<b>October</b>	Disability Employment Awareness Month
<b>November</b>	American Indian/Alaska Native Heritage Month

## Acknowledgements

Dr. Thelma Melendez de Santa Ana  
Maru Montero Dance Company  
Casa Oaxaca Authentic Mexican Cuisine  
Executive Services  
Sign Language Interpreting Services  
USDA HHM Taskgroup  
Farm and Foreign Agricultural Services: FAS and RMA

Food, Nutrition and Consumer Services: FNS  
Food Safety: FSIS  
Natural Resources and Environment: NRCS and FS  
Marketing and Regulatory Programs: AMS and GIPSA  
Research, Education, and Economics: ARS, ERS, NASS  
and NIFA  
Rural Development: RD  
USDA – Office of Human Resources Management: DM

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or a part of an individual's income is derived from any public assistance program. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination write to USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, DC 20250-9410 or call 1-800-795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

*“One USDA”*